

WHAT IS CLAIMED AS NEW AND DESIRED TO BE SECURED BY LETTERS  
PATENT OF THE UNITED STATES IS:

1. A dispensing and packaging device for a product comprising:  
a reservoir containing the product, said reservoir including an opening;  
a cap to close the opening in the reservoir;  
an applicator capable of being loaded with a quantity of the product;  
a first means connecting a first end of the applicator to the cap; and  
a second means connecting a second end of the applicator to the reservoir.
2. A device according to claim 1, wherein the first means is integral with the cap.
3. A device according to claim 2, wherein the applicator remains connected to the first means and to the second means during use.
4. A device according to claim 3, wherein the second means is capable of being braced obliquely through the reservoir opening.
5. A device according to claim 1, wherein the applicator remains connected to the cap and to the reservoir during use.
6. A device according to claim 1, wherein the second means includes a support which is movably mounted inside the reservoir, and wherein the support is connected to the second end of the applicator.
7. A device according to claim 6, wherein the support includes a retaining means which engages with a counterpart arrangement on the reservoir, and wherein the counterpart arrangement prevents the support from being dislodged from the reservoir.
8. A device according to claim 7, wherein the support comprises a flange, and wherein the counterpart arrangement comprises a wiper element mounted at the reservoir opening, and further wherein the flange is able to bear against an edge of the wiper.
9. A device according to claim 8, wherein the applicator is concealed inside the reservoir and is at least partially immersed in the product when the cap is fitted on the reservoir.
10. A device according to claim 1, wherein the applicator is concealed inside the reservoir and is at least partially immersed in the product when the cap is fitted on the reservoir.
11. A device according to claim 10, wherein the applicator is drawn by the cap out of the reservoir when the cap is disengaged from the reservoir opening.
12. A device according to claim 1, wherein the applicator is drawn by the cap out of the reservoir when the cap is disengaged from the reservoir opening.

13. A device according to claim 12, wherein the cap and reservoir are arranged such that the cap can be screwed onto the reservoir to close the reservoir opening.

14. A device according to claim 1, wherein the applicator is flexible and can be applied elastically against a curved surface to be coated.

15. A device according to claim 1, wherein at least one of the first and second means is rigid so as to be able to position at least one end of the applicator in a desired position relative to a surface to be coated.

16. A device according to claim 1; wherein the first means cooperates with the second means to insert the applicator into the reservoir when the cap is mounted onto the reservoir.

17. A device according to claim 1, wherein the product contained in the reservoir is a cosmetic product.

18. A device according to claim 1, wherein the product contained in the reservoir is an eye make-up product.

19. A device according to claim 1, wherein said second means includes a rigid portion which at least partially extends out of said reservoir during use of said applicator.

20. A device according to claim 19, wherein said rigid portion of said second means is movable through said opening of said reservoir between a retracted position and an extended position, and wherein said rigid portion of said second means is in said extended position during use of said applicator in applying the product.

21. A device according to claim 20, wherein said second means includes a flange portion which prevents said second means from becoming dislodged from said reservoir to thereby maintain said second end of said applicator coupled to said reservoir during use.

22. A device according to claim 21, wherein a counterpart portion is associated with said reservoir opening, and wherein said flange portion of said second means cooperates with said counterpart portion to prevent said second means from becoming dislodged from said reservoir, and wherein said flange portion of said second means contacts said counterpart portion when said rigid portion of said second means is in said extended position.

23. A device according to claim 22, wherein when said rigid portion is in said extended position said second means cooperates with said counterpart portion to prevent flow of said product out of said reservoir.

24. A device according to claim 23, wherein said counterpart portion includes an aperture which provides a wiper for said applicator.

25. A device according to claim 19, wherein said first means includes another rigid portion which projects from said cap and which assists in positioning of said applicator during use.

26. A device according to claim 1, wherein said second means includes a flange portion which prevents said second means from becoming dislodged from said reservoir to thereby maintain said second end of said applicator coupled to said reservoir during use.

27. A device according to claim 26, wherein said applicator is movable between an extended position in which at least one portion of said applicator is disposed outside of said reservoir for use in applying said product and a retracted position in which said one portion of said applicator is disposed inside of said reservoir, and wherein said first and second ends of said applicator are maintained coupled respectively to said cap and to said reservoir both in said extended position and in said retracted position.

28. A device according to claim 27, wherein said applicator is flexible.

29. A device according to claim 1, wherein said product is a cosmetic product.

30. A device according to claim 1, wherein said product is an eye make-up product.

31. A dispensing and packaging device for a product, comprising:

a reservoir containing the product, said reservoir including an opening;

a cap to cover the opening of the reservoir;

an applicator capable of being loaded with a quantity of the product, said applicator including a first end and a second end, wherein said applicator is movable between an extended position and a retracted position, and wherein at least one portion of said applicator is disposed inside of said reservoir in said retracted position, and further wherein said one portion is disposed outside of said reservoir in said extended position, wherein in said retracted position said applicator picks up product in the reservoir to become loaded with said product and in said extended position said applicator is used to apply said product; and

a flange portion associated with said applicator, wherein said flange portion is at least partially disposed in said reservoir when said applicator is in said retracted position, and wherein said flange portion is configured such that it is not separated from said reservoir when said applicator is in said extended position, and further wherein said flange portion is positioned with respect to said second end of said applicator such that said second end of said applicator is disposed inside of said reservoir at least when said applicator is in said retracted position and such that said second end of said applicator is coupled to said reservoir both when said applicator is in said retracted position and when said applicator is in said extended position.

32. A device according to claim 31, wherein said first end of said applicator is disposed outside of said reservoir both in said extended position and in said retracted position.

33. A device according to claim 32, further including a rigid portion extending from said flange portion, said rigid portion extending at least partially out of said reservoir when said applicator is in said extended position.

34. A device according to claim 33, wherein said reservoir includes a counterpart portion against which said flange portion abuts to prevent said flange portion and said second end of said applicator from becoming dislodged from said reservoir.

35. A device according to claim 34, wherein said counterpart portion includes an aperture, and wherein said rigid portion extends through said aperture when said applicator is in said extended position.

36. A device according to claim 35, wherein said first end of said applicator is coupled to another rigid portion, whereby when said applicator is in said extended position said rigid portion and said another rigid portion assist in positioning of said applicator for application of said product.

37. A device according to claim 36, wherein during a first portion of movement of said applicator from said retracted position to said extended position said applicator is wiped as it passes through said aperture of said counterpart portion, and further wherein during a second portion of movement of said applicator from said retracted position to said extended position said rigid portion passes through said aperture.

38. A device according to claim 36, wherein said another rigid portion is coupled to said cap to thereby couple said first end of said applicator to said cap and such that during removal of said cap from said reservoir said applicator is moved from said retracted position to said extended position.

39. A device according to claim 35, wherein during a first portion of movement of said applicator from said retracted position to said extended position said applicator is wiped as it passes through said aperture of said counterpart portion, and further wherein during a second portion of movement of said applicator from said retracted position to said extended position said rigid portion passes through said aperture.

40. A device according to claim 31, wherein said first end of said applicator is coupled to said cap whereby during removal of said cap from said reservoir said applicator is moved from said retracted position to said extended position.

41. A device according to claim 40, wherein said applicator is flexible, and wherein a first rigid portion is coupled to said cap and said first end of said applicator is coupled to said

first rigid portion, and further wherein a second rigid portion is coupled to said flange portion and said second end of said applicator is coupled to said second rigid portion, and wherein said first and second rigid portions assist in positioning of said applicator when said applicator is in said extended position.

42. A device according to claim 41, wherein said reservoir includes a counterpart portion against which said flange portion abuts to prevent said flange portion and said second end of said applicator from becoming dislodged from said reservoir.

43. A device according to claim 31, wherein said reservoir includes a counterpart portion having an aperture therethrough, and wherein during at least a first portion of movement from said retracted position to said extended position said applicator is wiped as it passes through said aperture, and wherein at a conclusion of movement of said applicator from said retracted position to said extended position said flange portion abuts against said counterpart portion to prevent said applicator from becoming dislodged from said reservoir.

44. A device according to claim 43, wherein said first end of said applicator is coupled to said cap.

45. A dispensing and packaging device for a product comprising:

a reservoir containing the product;

a cap removably mountable on the reservoir;

an applicator capable of being loaded with a quantity of the product, wherein said applicator includes a first portion coupled to said cap and a second portion coupled to said reservoir;

wherein said applicator is movable between a retracted position in which said applicator is loaded with said product in said reservoir and an extended position in which said applicator can be used to apply said product, and further wherein said applicator is moved from said retracted position to said extended position upon removal of said cap from said reservoir; and

wherein said first portion of said applicator remains coupled to said cap both in said retracted position and in said extended position and said second portion of said applicator remains coupled to said reservoir both in said retracted position and in said extended position.

46. A device according to claim 45, wherein said reservoir includes an aperture associated therewith through which at least part of said applicator passes as it moves from said retracted position to said extended position, and wherein a flange portion is associated with said second portion of said applicator and said flange portion has at least one dimension

sized such that said flange portion does not pass through said aperture to thereby prevent said second portion of said applicator from becoming dislodged from said reservoir.

47. A device according to claim 46, wherein said applicator is flexible, and wherein a rigid portion is associated with said flange portion, and wherein at least part of said rigid portion extends through said aperture when said applicator is in said extended position, and further wherein another rigid portion is associated with said cap and said first portion of said applicator, whereby said rigid portion and said another rigid portion assist in positioning of said applicator for application of said product when said applicator is in said extended position.

48. A device according to claim 47, wherein said reservoir includes a counterpart portion inserted into an opening of said reservoir, and wherein said counterpart portion includes said aperture extending therethrough, and further wherein said flange portion abuts against said counterpart portion when said applicator is in said extended position to thereby prevent said second portion of said applicator from becoming dislodged from said reservoir.

49. A device according to claim 48, wherein said product is a cosmetic product.

50. A device according to claim 48, wherein said product is an eye make-up product.

51. A device as recited in claim 47, wherein during a first portion of movement from said retracted position to said extended position said applicator is wiped as it passes through said aperture, and wherein during a second position of movement of said applicator from said retracted position to said extended position said rigid portion extends through said aperture.